

Message Text

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BEWT FOR THOMPSON

E.O. 11652: N/A

TAGS: OTRA, OCON, EEWT, XG

SUBJECT: EASTERN EUROPEAN ECONOMIC/COMMERCIAL OFFICERS
CONFERENCE

REF: STATE 257487

1. EMBASSY NOMINATES EWTC DIRECTOR S. DOUGLAS MARTIN,
DEPUTY DIRECTOR HENNING VONTILLIUS, AND ECONOMIC/
COMMERCIAL COUNSELOR HENRY BARDACH TO ATTEND SUBJECT
CONFERENCE.

2. WE SUGGEST FOLLOWING MATTERS FOR AGENDA: A) EXPOSI-
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TION OF BEWT TRADE PROMOTION PROGRAM FOR USSR AND EE IN

FY 1976. WE HOPE THAT RANGE OF AVAILABLE OPTIONS AND RATIONALE FOR PROGRAM DECISIONS CAN BE FULLY PRESENTED. SUGGEST EE POSTS AND EWTC BE GIVEN OPPORTUNITY TO SUGGEST MODIFICATIONS WHERE IT IS STILL POSSIBLE TO DO SO. B) BEWT FY 1977 PROGRAM PLANNING. WE BELIEVE THAT IN SOME INSTANCES POSTS HAVE NOT PARTICIPATED IN BEWT TRADE PROMOTION DECISIONS. SUGGEST DISCUSSION OF FIELD CONTRIBUTION TO FY 1977 TRADE PROMOTION PROGRAMMING. C) NEW GUIDELINES FOR EWTC. OUR SUGGESTED REDRAFT OF REVISED GUIDELINES WILL BE SENT TO USDOC SHORTLY. D) MARKET RESEARCH PROGRAM. WE ANTICIPATE THAT NEW BEWT DIRECTOR WILL ATTEND CONFERENCE AND CAN REVIEW WASHINGTON REQUIREMENTS FOR MARKET RESEARCH AND PROPOSED ASSIGNMENTS OF MARKET RESEARCH RESPONSIBILITIES TO BEWT, EWTC, USSR AND EE POST. E) IMPACT ON EAST-WEST TRADE OF ENERGY CRISIS, WORLD FOOD PROBLEMS, TIGHT CREDIT PICTURE, OTHER POLITICAL AND ECONOMIC DEVELOPMENTS, AND PROJECTIONS OF TRADE OUTLOOK OVER NEAR AND LONGER TERM. TO PROVIDE SETTING, SUGGEST THESE TOPICS BE PRESENTED AT OUTSET OF CONFERENCE. F) TRADE MISSION PLANNING AND PROCEDURES. WHAT ARE CRITERIA FOR CHOOSING TRADE MISSIONS OVER EXHIBITS AS TRADE PROMOTION VEHICLES. CLARIFICATION OF TRADE MISSION CONCEPT WOULD BE USEFUL. SHOULD TRADE MISSIONS INCLUDE SEMINARS. WHAT IS OPTIMUM SIZE. HOW DO IOGA TRADE MISSIONS DIFFER FROM USDOC-SPONSORED ONES.

3. WE RECOMMEND THAT EX-IM VICE PRESIDENT FOR EUROPE, MR. GEORGE DIETZ, BE INVITED TO PARTICIPATE IN CONFERENCE. HUMES

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